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## The summer tastes really fresh and healthy with Ardo products

Much of the range of vegetables is harvested during the summer, including beans. In its various forms it is a very popular vegetable worldwide. And **Ardo specializes in beans**. This is not only because we offer a **wide range as well as outstanding quality**. But it is also because we manage the entire processing cycle as you will find out as you read on.

Furthermore we present you with **numerous summer products** that bring a little sunshine with every plateful. Take our fresh frozen salads, pastas, rice and precooked vegetables and potatoes for instance. Just defrost... and the cold buffet is ready to serve! What about fresh frozen rhubarb? You can easily create many sauces and desserts with that uniquely sharp taste. Is your mouth already watering? Read on - because there's even more mouth-watering news!

Let's take a look back at the EU subsidised promotional campaign about processed vegetables that was run in Belgium, the Netherlands and France.

The campaign's aim was to **convince consumers that freshly frozen vegetables are healthy, great quality and very easy to use**. Therefore the perfect reason to eat more fruit and vegetables. Additionally, we wanted to clear up some misunderstandings and preconceptions of frozen vegetables. It turned out to be very successful. More about it in this copy of News. You will discover how we also managed to attract the attention of the media, for example.

## Fairs

ANUGA COLOGNE - D

10-14/10/2009

Koelnmesse

Hall 4.2 - Stand E019

[www.anuga.com](http://www.anuga.com)

CONXEMAR VIGO - ES

6-8/10/2009

Vigo Exhibition Center

Stand J28

[www.conxemar.com](http://www.conxemar.com)



# We're really keen on beans

It's no wonder that the Ardo range of beans is so extensive. From flageolets and broad beans to romano and butter beans through to the universally known French beans..... something for everybody. Discover the entire lifecycle of the green bean here.



## From sowing the seed, right through to harvesting

Most of the Ardo whole green beans are **grown in France and Belgium**. Beans grow best in warm, damp conditions and so they are sown between May and June/July and then harvested from July until October. On average there are 75 days between sowing the seeds and harvesting.

The choice of field is also very important. The Ardo agronomists approve and assign the fields for growing beforehand with the farmers. It must be possible to irrigate the fields in order to guarantee quality, and the crop rotation must be adhered to thereby limiting the instance of disease.

**The seeds are thoroughly inspected prior to sowing.** Tests and benchmarks are used to assess various factors such as disease resistance, 'easy picking' quality, colour and taste. **New and improved varieties** are tested every year before being included in future sowing schedules.



During the growing season the beans are monitored in the fields by the Ardo farming experts in close cooperation with the farmers. As growing beans is quite a technical affair, it is very important to remain on top of things and discover any diseases that may exist right at the initial stages. Ardo attaches a lot of importance to **personal contact with the farmers** because good end products can only be obtained from top quality raw produce. This is why we always thoroughly go through the programmes for irrigation and **crop protection**, etc with the farmers.

Determining precisely the right **time to harvest** is another important factor for visiting the farms on a regular basis. Beans ripen very quickly. The right time for harvesting is determined on the basis of the expertise and experience of our agronomists. Mechanical tests are also employed in determining the ripeness (development

since the seed stage) and the diameter of the beans. Therefore an "extra fine" bean from Ardo must have a diameter no greater than 6.5 mm.

**Harvesting is carried out using special harvesting machinery operated by contractors who work exclusively for Ardo.** With help from the Ardo technicians they set up the harvesting machinery very accurately. Among other things they pay close attention to picking speed and ventilation which are paramount for avoiding

breakages when harvesting of beans. Our machinery is even fitted out with cameras which help improve monitoring from the cabin of the various stages during harvesting.

Once harvested, the beans are carefully loaded into containers and transported to the nearest factory. Good communication between field and factory is essential for ensuring that the beans remain as fresh as possible by sending the containers immediately to the production line without any delays. This way we can retain the **maximum nutritional value** and guarantee **complete traceability**.

## Production

The most important production stages are as follows:

- **Preparation:** washing, topping and tailing and removing any unwanted foliage, etc.
- **Blanching:** the bean must keep its natural green colour.
- **Freezing:** the fragile bean must not break up.
- **Optical and mechanical sorting:** broken beans and colour deviations are removed.

With such perfect growing conditions and ideal harvesting and production procedures the quality of the Ardo beans cannot be surpassed!





# New products



## Ardo specializes in...

**Organic beans:** thanks to Ardo's years of experience in organic farming and its specially adapted sowing, weeding and harvesting technologies, we can guarantee excellent quality beans.

**Baby food beans:** Ardo can guarantee an end product that meets all the tough specifications that apply to baby food.

**'Overseas' beans:** Ardo exports serious volumes of beans to the US, etc. The 'Prince Edward Medley mix' has been specially developed for the US and Canadian markets. This combination consists of butter beans, green beans and baby carrots.

**Extra fine beans:** sales of these beans rise year on year. These add colour, flavour and an excellent crunchy texture to any meal.



## A delicious range of beans

Our large range of beans includes:

- Whole green beans: extra fine - very fine - fine - medium
- Sliced green beans
- Sliced Dutch green beans
- Cut green beans
- Wax beans, whole or cut
- Romano beans
- Flageolet beans
- Broad beans

## Precooked potatoes

Ardo has worked hard to develop a truly convenient and innovative potato range. The new Express range of precooked potatoes is ready to use and **contains no additives, taste enhancers or salt. They can be fried, steamed, boiled or microwaved.** A superb, healthy alternative to fried potato variants, this range is designed to make your job easier without losing quality.

Be sure to try our **natural potato Premium** with Nicola variety. This variety guarantees a delicate yellow colouring, subtle taste and a soft texture.



**Natural potatoes Premium  
precooked**  
AR1610 – 4x2,5kg



**Parisian potatoes  
precooked**  
ARH610 – 4x2,5kg



**Potatoes Rustica  
precooked**  
A1261+ – 4x2,5kg

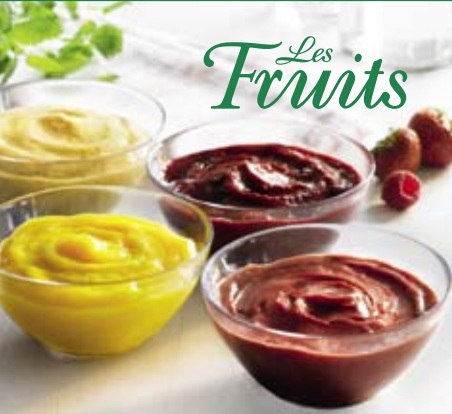


**Sliced potatoes  
precooked**  
ARS61+ – 4x2,5kg



**Half potatoes with skin  
precooked**  
ARW610 – 4x2,5kg

# Who prefers fresh frozen?



## Fruit puree

These fresh frozen 7 gram fruit puree portions (strawberry, raspberry, banana or mango) are ready to use in a whole range of dishes. **Nothing is added** bar fruit, and the process keeps both the vibrant colour and flavour. The key benefit is their portionability – no need to defrost a large block or open an ambient puree.

Available in packs of 5 x 1kg.

XPB210 – XAP210 – XFP210 – XPM210

## Portions!



For over a period of three years the processed vegetables sector, together with the European Commission and associated ministries in France, the Netherlands and Flanders conducted a campaign about the benefits of processed vegetables. The target groups included the health and catering sectors as well as consumers in general. They were approached using websites, leaflets, announcements in specialist magazines, a road show, etc. The results of this targeted approach are illustrated using a number of graphs.

The majority of caterers are very positive about fresh frozen vegetables.

They were asked to assess fresh frozen vegetables on the basis of health, quality, storage, preparation, etc. And the conclusion? the caterers are all for them!

Source: Vlam 2007

Dieticians were clearly in favour of fresh frozen vegetables. Doctors and paediatricians were positive.

We asked dieticians what score out of ten they would give fresh frozen vegetables. The score they gave: was a good 8.8 out of 10. Furthermore: 95% of them considered fresh frozen vegetables a healthy solution for ensuring the recommended daily intake of vegetables.

Source: Vlam 2007

The majority of health specialists believe that fresh frozen vegetables are a healthy solution for the recommended daily intake of vegetables.

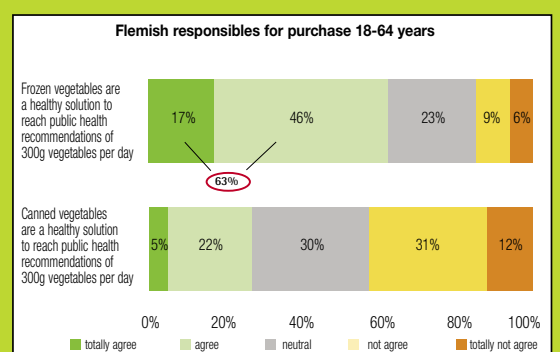
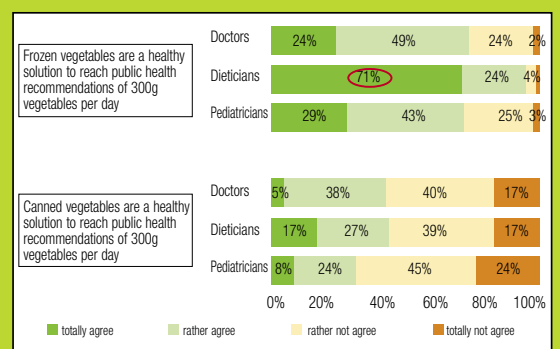
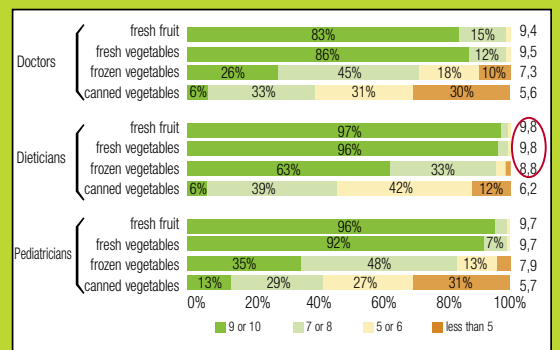
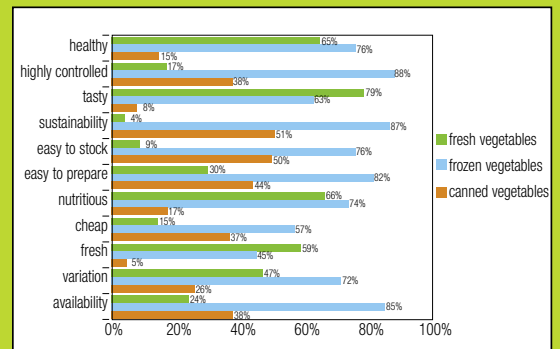
What kind of specialists were they? Doctors, paediatricians and dieticians. Fresh frozen vegetables are therefore a full value and handy alternative to fresh vegetables.

Source: Ivox May 2009

63% of consumers think that fresh frozen vegetables are a healthy way to eat sufficient vegetables.

Indeed, the majority of those questioned (between 18 to 64 years and responsible for food shopping) would choose fresh frozen vegetables in order to meet the recommended daily intake (GDA).

Source: GfK 2008







Ardo Ashford



## A well-earned retirement

**Kirsten Torpe** was Sales Manager for Ardo in Norway and Finland for 14 years. We would like to thank her for significantly expanding this market through her thorough product knowledge and the close attention she paid to all her customers. Of course we are going to miss her, but we wish her much joy in her new life.



## What's healthier: fresh or fresh frozen?

What's healthier: shop fresh or fresh frozen vegetables? This has been a subject of debate for years. The Belgian TV broadcaster 'één' went in search of the answer, along with the university of Ghent and with the cooperation of the Ardo office in Geer.

A programme on channel 'één' entitled 'Ook getest op mensen' followed the journey of both fresh and fresh frozen spinach from the field to the dining table. And the conclusion? **Fresh frozen spinach is as least as healthy as the shop fresh version. In fact they may be even healthier than fresh vegetables because fresh produce usually ends up lying in the refrigerator where they quickly lose their vitamins and minerals as opposed to the fresh frozen versions.**



## As seen on TV...

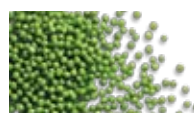
**Stephen Waugh**, the Managing Director of Ardo UK was recently interviewed by the British broadcaster 'Kent TV'. He was asked about why Ardo had chosen Ashford as its UK operating base and also how it brought mainland Europe closer and were there any advantages the Ardo consumer derived from this. Stephen spoke about the large investment that had been made in the factory and the increased storage space. By the beginning of 2010 Ardo UK will have **storage space for 20,000 industrial pallets** (currently 16,000), with part of this being made available for external customers. It's an ideal operating base for both exporting to and importing from mainland Europe. Surf to <http://www.kenttv.com> for the complete interview. For further information regarding storage and distribution facilities please call Jon Barnes on 00 44 1233 714 714 or email [storage@ardouk.com](mailto:storage@ardouk.com).

## Harvest reports

In general the spring harvests provided sufficient volumes with the exception of a few areas in Southern Europe. A short update is given below.



**Spinach:** The yields in Southern Europe (Italy) were somewhat disappointing. In all other areas the harvest was, or continues to be going according to plan.



**Peas:** harvesting started at the beginning of May in Southern Europe. As with Central Europe, the results in Italy are poor. Harvesting in Central and Northern Europe started in June.



**Cauliflower:** very limited volumes were achieved in the Spanish spring harvest (Albacete). Demand from the fresh vegetable market kept rising sharply in France. This resulted in insufficient volumes being delivered for deep freeze production. We recorded a shortfall of 15%.



**Broccoli:** the spring harvest of broccoli has ended in both Spain and Portugal.



**Rhubarb:** this specific crop is used mainly for industrial applications. The planned harvest volumes in Belgium were easily achieved. Central Europe missed its budgeted harvest yields.



**Soya beans:** demand for this vegetable is rising sharply, particularly in the retail sector. In view of this, extra production has been planned in Spain and test production is being carried out in the Marchfeld area along the Danube in Austria. At the beginning of May sowing took place.



**Cherry tomatoes:** Ardo has centralised production of its tomatoes in Spain (Badajoz) and Portugal (Alpiarça). Cherry tomatoes are included in the tomato programme and are available in a range of cuts including whole, half and sliced. Deliciously sweet, firm and fresh.

## Market reports

Global sales of fresh-frozen vegetables and fruit continue to grow at a steady pace. Furthermore, it is noticeable that the retail sector is showing exceptional growth for the deep freeze segment. **Factors such as stable prices, good availability and the growing recognition of the quality aspects of deep freeze products are doubtless contributing to this rising trend.**

The latest contract negotiations are in full swing. Depending on the type of product, stable prices are expected this time around. Most of the contracts will be signed by mid July.

Based on the results of the harvest, the Ardo branches expect to deliver about 550,000 tons of processed fresh-frozen vegetables, fruit, prepared vegetables, pasta, rice and herbs to our customers around the world.

# Culinary Ardo



## Bean salad

### To serve 4:

- 400g Ardo whole green beans very fine
- 400g Ardo Natural potatoes Premium precooked
- 250g cherry tomatoes, halved
- 4 eggs
- 150g bacon
- 2 dessertspoonfuls olive oil
- 1 dessertspoonful of white wine vinegar
- 1 clove of garlic
- ½ teaspoon of mustard
- pepper and salt



Simmer the beans or gently heat them up in boiling water. Heat up the potatoes then cut them through the middle. Boil the eggs then let them cool. Fry the bacon until it's crisp. Mix the beans with the half potatoes and the halved tomatoes. Add the olive oil, white wine vinegar, crushed garlic and mustard and add salt and pepper to taste. Sprinkle the dressing over the vegetables and potatoes and very gently mix through, then add the halved eggs, the bacon and the herbs.

*Delicious!*

## Rhubarb tart

### To serve 25:

- 1.25 kg Ardo rhubarb
- 750g marzipan
- 750g sugar
- 750g soft butter or margarine
- 12 eggs
- 300g flour



Defrost the rhubarb gently. Mix the marzipan with the sugar then add the butter or margarine. Add the eggs one at a time and then add the flour. Pour the mixture into an oven dish and add the rhubarb. Bake in the oven for 40 minutes at 180°C. Serve with ice cream and stewed rhubarb or sour cream.

### Rhubarb, delicious and versatile

Many people think it's a fruit, but it's actually a vegetable. Rhubarb is often served with ice cream, in tarts, puddings, sauces or as a jam. Rhubarb is also the perfect accompaniment as a side vegetable. Pureed or stewed, a little sugar added... and it's ready! Rhubarb contains vitamins B1, B2, B6, C, as well as iron and folium. Available as 10 x 1kg and 4 x 2.5kg.



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Send me more information: ☐ range of beans .....

☐ Precooked potatoes..... ☐ Rhubarb .....

☐ Fruit puree ..... ☐ Others .....

